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CableVision

THE NEWS AND FEATURES WEEKLY OF THE CABLE TELEVISION INDUSTRY

CONGRESS, JUSTICE EYE ACTION ON SCRAMBLING

CBN'S ROBERTSON LASHES OUT AT MTV

TURNER SOLIDIFIES POSITION ON MGM WITH BOND SALE

MSO'S SIGNAL ACQUISITIONS SPREE TO CONTINUE

NCTA '86 ROUNDUP: OPTIMISM PERVADES SHOW

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LEADING THE WEEK

Scrambling sessions 11
Legislators who attended the NCTA convention threatened Congressional intervention if the cable industry refuses to permit third-party satellite program packaging.

Justice Dept. probe 11
The U.S. Department of Justice has formally requested information from operators, programmers and trade associations as part of an inquiry into the distribution of scrambled satellite programming.

Advertisers lambasted 12
CBN's Pat Robertson assailed advertisers for their lack of "responsible" ad buys, evidenced by their purchase of time on MTV.

Turner's takeover 14
Turner Broadcasting has sold off $1.4 billion in notes and debentures, clearing the way for the proposed acquisition of MGM/UA for $1.5 billion.

Ed Horowitz (left) of HBO receives the President's Award from NCTA President James Mooney.

Still-photo ads 15
Numedia Corp. and Tribune Media Services have jointly formed NuCable Services, which will allow operators to create still-photo ad channels.

Optimistic exhibitors 16
Hardware vendors at this year's NCTA convention showed a high level of optimism and many report improved sales over last year.

NCTA National Awards 17
William Strange Jr., Marc Nathanson and Robert Wussler were some of the recipients of NCTA's National Awards, the industry's highest accolades.

CBN fee 18
The CBN Cable Network announced that it will begin charging its affiliates a fee starting Jan. 1.

NCTA election 18
ATC's Chairman and CEO Trygve Myhren was elected chairman of the NCTA board of directors for 1986-87.

Must-carry 19
FCC commissioners said they are willing to consider the must-carry compromise recently struck by cable and broadcast trade associations, but expressed some concerns.

TOPICS

Programming 22
Suburban and Cox led the way at the 1986 System ACE Awards Show by taking home six awards each. Also, The Learning Channel announces a plan to double the length of its daily schedule.

Marketing 26
An NCTA panel looks at how effective customer service campaigns can have a positive effect upon subscriber satisfaction—with relatively low cost.

On Demand 30
Industry leaders termed pay-per-view as the future of cable during the NCTA convention in Dallas last week. Also, two operators report success in the home video rental market.

Business 37
Acquisition of properties will remain the growth strategy for many cable operators, according to plans espoused by executives. Also, the pendulum swings back toward the breakup of Group W.

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Cover story
This week's issue of *CableVision* provides full coverage of the National Cable Television Association's annual convention held this year in Dallas. Cover photos show the numerous activities that took place.

Film product comparison—April

Film	Pay Networks					Distributor
Act of Vengeance	HBO*					Telepix
All of Me			TMC	(HTN)	(MAX)	Universal
Alley Cat			TMC*			Film Venture
The Amateur					MAX	20th Century-Fox
American Dreamer	(HBO)				MAX	CBS
Amityville the Demon	HBO			(HTN)	(MAX)	Dino de Laurentiis
Andersonville Trial, The				HTN*		The Entertainment Network
Arrangement, The				TMC		Warner Bros.
Avalanche	HBO				(MAX)	New World
Ballad of Gregoria Cortez			TMC	(HTN)		Embassy
Bananas		ST			(MAX)	MGM/UA
Being There		(ST)	(TMC)		MAX	Lorimar
Benji	HBO	ST	(TMC)		(MAX)	Viacom
Best Defense		ST	(TMC)			Paramount
Bill Cosby: Himself	HBO	ST			(MAX)	20th Century-Fox
Bishop's Wife, The			TMC			Metro Goldwyn Mayer
Blame It On Rio	(HBO)	ST	(TMC)		MAX	20th Century-Fox
Blame It On The Night	HBO				(MAX)	Tri-Star
Blithe Spirit			TMC*			New Century
Blood Simple			TMC		(MAX)	Circle Releases
Body Double	(HBO)				MAX*	Columbia
Breakin' 2	(HBO)				MAX	Tri-Star
Brigadoon					MAX	MGM/UA
Buddy System, The			TMC	(HTN)		20th Century-Fox
Bustin' Loose		ST*			MAX	Universal
Cane Mutiny, The					MAX	Columbia
Callaway Went Thataway					MAX	MGM/UA
Camelot			TMC*	(HTN)	(MAX)	Warner Bros.
Cannonball Run 2	(HBO)		(TMC)	(HTN)	MAX*	Warner Bros.
Catherine & Co.					MAX	Film Gallery
Cat's Eye	HBO			HTN		MGM/UA
Champ, The	(HBO)	ST	(TMC)		MAX*	Warner Bros.
Children of the Corn	(HBO)				MAX	New World
C.H.U.D.					MAX	New World
City Heat	(HBO)	(ST)	(TMC)	HTN*	MAX*	Warner Bros.
City Lights		ST		HTN		20th Century-Fox
Cloak & Dagger		(ST)		(HTN)	MAX*	Universal
A Clockwork Orange	HBO				(MAX)	Warner Bros.
Coal Miner's Daughter	HBO	(ST)	TMC*	(HTN)	(MAX)	Universal
Code of Silence	HBO				MAX	Orion
Comfort & Joy	HBO		(TMC)	(HTN)	(MAX)	Universal
Competition, The	HBO				(MAX)	Columbia
Corsican Brothers, The	(HBO)				MAX	Orion
Crackers	(HBO)	(ST)	TMC	HTN		Universal
Creature	HBO					S. Goldwyn
D.C. Cab	(HBO)	ST	(TMC)			Universal
Death Hunt					MAX	20th Century-Fox
Desperately Seeking Susan	(HBO)			HTN	(MAX)	Orion
Devil & Daniel Webster, The			TMC			New Century
Divine Nymph, The		ST				Moller Media
Dune	(HBO)	(ST)	(TMC)		MAX	Universal
Emanuelle in Bangkok					MAX*	Film Gallery
End Game			TMC			Muller Media
Eraserhead			TMC			Almi
Exposed	HBO					MGM/UA
Falcon and the Snowman, The	(HBO)				(MAX)	Orion
Falling in Love		ST*	(TMC)			Paramount
Fandango	HBO*		(TMC)			Warner Bros.
Fanny Hill					MAX	Playboy Video
Farmer's Daughter, The				HTN		ABC Video
Final Terror, The	(HBO)	ST				Goldwyn
Firestarter	HBO	(ST)			(MAX)	Universal
Firstborn		(ST)	TMC*			Paramount
Flash Gordon					MAX	Famous Films
Forever Darling		ST			(MAX)	MGM/UA
Formula, The			TMC		MAX*	MGM/UA
Four Seasons, The		ST*	(TMC)			Universal
French Woman, The		(ST)			MAX*	Film Gallery
Friday the 13th: A New Beginning		ST	(TMC)			Paramount
Friday the 13th: Part IV			TMC			Paramount
From Here to Eternity					MAX	Columbia
General, The		ST				Raymond Rohauer
Gentleman Tramp, The				HTN		20th Century-Fox
George Washington Slept Here		ST				MGM/UA
A Global Affair		ST				MGM/UA
Gloria					MAX	MGM/UA
Goodbye Girl, The	(HBO)	ST*	(TMC)	(HTN)	(MAX)	MGM/UA
Grey Fox, The					MAX	Media Home
Greystoke	(HBO)	ST*		(HTN)	MAX*	New World
Hambone & Hillie		(ST)		HTN	(MAX)	New World

Film	Pay Networks					Distributor
Hardbodies	HBO				(MAX)	Columbia
Heidi		(ST)		HTN		20th Century-Fox
Hemingway Play, The				HTN*		The Entertainment Network
High School U.S.A.	HBO*					King Features
Hills Have Eyes, The: Part 2	HBO					Castle Hill
History of the World: Part I		ST			(MAX)	20th Century-Fox
Honey		ST				Italtoons
Honeysuckle Rose		ST	(TMC)		(MAX)	Warner Bros.
Hopscotch		(ST)			MAX	Viacom
Hot Dog... The Movie	HBO*		(TMC)		(MAX)	MGM/UA
Hot Resort	HBO		(TMC)		(MAX)	Cannon Films
House of the Long Shadows, The	HBO*	ST	(TMC)			Viacom
How Sweet It Is			TMC	(HTN)	(MAX)	Warner Bros.
I'll Be Seeing You				HTN		ABC Video
The Incredible Shrinking Woman		ST		(HTN)		Universal
Innocent Love				HTN		20th Century-Fox
Invisible Stranger			TMC*			Seymour Borde
The Jerk	HBO	ST*			(MAX)	Universal
Jesus			TMC	(HTN)	(MAX)	Warner Bros.
Johnny Dangerously	HBO*	ST	(TMC)		(MAX)	20th Century-Fox
Just The Way You Are	(HBO)	(ST)		HTN*		MGM/UA
Kelly			(TMC)		MAX*	Paramount
Kentucky Woman	HBO			HTN		20th Century-Fox
Killpoint			TMC			Crown
Ladies of the Chorus					MAX	Columbia
The Last Dragon					MAX	Tri-Star
The Last Married Couple In America			TMC			Universal
The Last of Mrs. Lincoln				HTN*		The Entertainment Network
The Last Starfighter		(ST)		HTN*	MAX	Universal
The Last Unicorn	HBO					ITC
Laurel & Hardy's Laughing '20s		ST				MGM/UA
Limelight		ST				20th Century-Fox
Little Drummer Girl, The	(HBO)	(ST)	(TMC)		MAX	Warner Bros.
Lonely Guy, The		ST*	TMC*			Universal
Lonely Heart			TMC			Goldwyn
Love Letters		ST*	(TMC)		(MAX)	New Horizons
Love Me or Leave me		(ST)	TMC*		(MAX)	MGM/UA
Made For Each Other				HTN		ABC Video
Mad Woman of Chaillot			TMC		(MAX)	Warner Bros.
Main Event, The	HBO*	(ST)	(TMC)			Warner Bros.
Martin's Day	(HBO)			HTN		MGM/UA
Marvin & Tige		ST				Castle Hill
Mass Appeal	(HBO)	ST	(TMC)	(HTN)	MAX	Universal
Mating Game, The	HBO					MGM/UA
Meatballs					MAX	Tri-Star
Merry Andrew		ST				MGM/UA
Metalstorm: The Destruction of Jared Syn	(HBO)		TMC	(HTN)		Universal

'Police Academy 2: Their First Assignment.'

Film	Pay Networks					Distributor
The Mirac[illegible] of Kathy [illegible]er	HBO					Universal
The Mira[illegible]oman					MAX	Columbia
Moving [illegible]	HBO	ST	TMC			20th Century-Fox
1918					MAX	Film Gallery
9 to 5			(TMC)	HTN	(MAX)	20th Century-Fox
Never Let Me Go			TMC			MGM/UA
A Nightmare on Elm Street		(ST)	(TMC)		MAX	New Line Cinema
Night of the Comet	(HBO)	(ST)	(TMC)	(HTN)	MAX	Atlantic TV
A Night to Remember			TMC			New Century
Night Train To Munich					MAX	20th Century-Fox
Nobody's Perfekt	HBO					Columbia
Norma Rae	(HBO)	(ST)	(TMC)	HTN	(MAX)	20th Century-Fox
No Small Affair	HBO				(MAX)	Columbia
Not For Publication	(HBO)				MAX	Thorn-EMI
Notorious				HTN		ABC Video
Oh, God! You Devil	(HBO)	ST*	TMC*	HTN*	(MAX)	Warner Bros.
Oliver!	(HBO)				MAX	Columbia
Out of Control	HBO					New World
Phar Lap	HBO*	(ST)	(TMC)			20th Century-Fox
Piranha 2			TMC			Viacom
Police Academy	HBO*	ST	(TMC)		(MAX)	Warner Bros.
Police Academy 2	HBO	ST	TMC		MAX	Warner Bros.
Purple Rain					MAX*	Warner Bros.
Purple Rose of Cairo, The	HBO				(MAX)	Orion
The Pursuit of D.B. Cooper			TMC			King Features
Pygmalion			TMC*			New Century
Raffles			TMC			Goldwyn
The Ratings Game		ST				Showtime
The Razor's Edge	(HBO)				MAX	Columbia
Reckless	HBO				(MAX)	MGM/UA
Remember The Day					MAX	20th Century-Fox
Revenge of the Nerds		(ST)			MAX*	20th Century-Fox
Rhinestone		ST		HTN	(MAX)	20th Century-Fox
Richard Pryor Live In Concert		ST				G. Biller
Richard III			TMC			New Century
Ride, Vaquero					MAX	MGM/UA
The River	(HBO)	(ST)	(TMC)	(HTN)	MAX	Universal
Rock and Rule	HBO		TMC			MGM/UA
Roller Boogie	HBO					CMP
Romancing The Stone		(ST)	(TMC)	HTN	(MAX)	20th Century-Fox
Romantic Comedy		(ST)	TMC		(MAX)	MGM/UA
Rosebud Beach Hotel, The	HBO*	(ST)				Almi
Rustler's Rhapsody		ST				Paramount
Sacred Ground			TMC			Pacific Int'l
Second Thoughts	HBO					Thorn-EMI
Sensuous Nurse, The		ST			(MAX)	Castle Hill
Shining, The		(ST)	TMC*		(MAX)	Warner Bros.
Shipwreck			TMC			Warner Bros.
Silent One, The		ST				Satori
Sixteen Candles		ST*		(HTN)	(MAX)	Universal
Skidoo		ST				Paramount
Slugger's Wife, The					MAX	Columbia
Some Kind of Hero					MAX	Paramount
Something Wicked This Way Comes	(HBO)	(ST)	TMC	(HTN)		Touchstone
Spiral Staircase, The				HTN		ABC Video
Splash	(HBO)	ST	(TMC)	(HTN)	(MAX)	Touchstone
Starman	(HBO)				MAX	Columbia
Start & The Revolution Without Me		ST			(MAX)	Warner Bros.
Steel				HTN	MAX	Steel Comp
Stick	HBO	ST	TMC			Universal
Stone Boy, The				HTN	MAX*	20th Century-Fox
Sugar Cane Alley					MAX	Orion
Supergirl	(HBO)				MAX	Tri-Star
Surf II			(TMC)		MAX	[illegible] Gallery
Swing Shift	(HBO)		(TMC)	HTN	(MAX)	MGM/UA
2010	(HBO)	(ST)	(TMC)	HTN*	MAX	MGM/UA
Talk To Me	HBO		(TMC)			Atlantic TV
Tank	HBO	(ST)		(HTN)	(MAX)	Universal
Tell Me That You Love Me	HBO*					The Movie Store
Ten From Your Show of Shows		ST			(MAX)	Les Haber
Terms of Endearment		ST	(TMC)			Paramount
Terror In The Aisles			TMC		MAX	Universal
Tex	HBO		(TMC)	HTN*	(MAX)	Walt Disney
That Championship Season			TMC		(MAX)	Viacom
Thief of Hearts		(ST)	TMC			Paramount
Thieves After Dark			TMC			Paramount
Third Man, The			(TMC)		MAX*	New Century
Threshold					MAX	20th Century-Fox
Tightrope		(ST)	TMC*		(MAX)	Warner Bros.
Topper			TMC*			Hal Roach Studios
Twelve Months, The				HTN*		Turner Program Service
Two Of A Kind		(ST)			MAX	20th Century-Fox
Utilities			TMC*			The Movie Store
VIPs, The			TMC*			MGM/UA
Way Out West		ST	(TMC)			Hal Roach Studios

'Never Let me Go,' starring Gene Tierney and Clark Goble.

'Stick' starring Candace Bergen and Burt Reynolds.

Film	Pay Networks				Distributor
Where The Boys Are (1984)	HBO			(MAX)	Tri-Star
Who's Afraid of Virginia Woolf		TMC*			Warner Bros.
Wild Life, The	HBO	TMC		(MAX)	Universal
Woman In Red, The				MAX	Orion
Women In Love		TMC*			MGM/UA
Wuthering Heights	(HBO)	TMC*			Goldwyn
Yellow Cab Man, The		ST			MGM/UA
Young Bess				MAX	MGM/UA
Zapped		TMC		MAX	Embassy
Zulu Dawn	HBO				Zulu Dawn

Cable Network Legend:
HBO-Home Box Office
ST-Showtime
TMC-The Movie Channel
HTN-Home Theater Network
MAX-Cinemax

- Networks in parentheses indicate carriage in November, December, January, February and or March.
- An asterisk indicates the film is a carry-over from November, December, January, February and or March.
- In total, 222 films appear on the April schedules of Home Box Office, Showtime, The Movie Channel, Home Theater Network and Cinemax. Of those titles, during the last six months, 10 films have played on all five services, 17 films have played on four of the five services, 34 films have played on three services and 62 films on two of the five services. Ninety-Nine titles were unduplicated in the last six months.
- The motion picture distributor with the most titles on pay TV this month is MGM/UA with 27, followed by 20th Century-Fox with 25, Warner Brothers and Universal with 24 each and Columbia with 13.